



16&17 October 2018
7th European Direct Selling Conference
Brussels

Program as at 5 September 2018

(may be subject to modifications)

MORNING SESSION

9:00-09:05	<u>Opening & Welcome</u>	Cathy Smith, Moderator
09:05-09:20	<u>Keynote Address</u>	Seldia Chairman
09:20-09:30	<u>Keynote Address</u>	Magnus Brännström, WFDSA Chairman, CEO of Oriflame

09:30-10:30

A Leaders' discussion

Omni-channel, cross-channel, multi-channel... How can companies survive and adapt to the development of multiple channels of distribution? What are the pitfalls to avoid in order to remain competitive?

- ✓ Magnus Brännström, CEO of Oriflame Cosmetics AG, WFDSA Chairman
- ✓ Seldia Chairman
- ✓ Gero Furchheim, CEO of Cairo AG

Moderated by Cathy Smith

10:30-11:00

Coffee break

11:00-11:20	<u>Keynote Address</u>	Daniel Dalton, Member of the European Parliament
11:20-11:30	<u>Keynote Address</u>	Vera Jourova, EU Commissioner for Justice & Consumers

11:30-12:00

Presentation of the key findings of an IPSOS socio-economic survey on direct selling in Europe covering 11 market

David Axford, Ipsos
Katarina Molin, Seldia
Tamuna Gabilaia, WFDSA

12:-13:00

Trend Watcher Stefan Hyttfors

Stefan Hyttfors is a Swedish entrepreneur and author of several books, passionate about digitalization and network technology. He will speak about disruption, and will make the audience reflect upon today's challenges and how to tackle the unknown future.

13:00-13:45

Lunch break & networking



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AFTERNOON SESSION

13:45-15:00

4 workshops in parallel

EU Regulatory: the New Deal for Consumers

Moderator: Eirini Papadopoulou, Seldia

- ✓ Imelda Vital, (Amway)
- ✓ Prof. Dr Reinhard Steen, University of Ghent
- ✓ Christoph Schmon, BEUC
- ✓ Bianca Rodriguez-Galindo, EU Commission (DG JUST & Consumers)

How to integrate digital influencers (bloggers) in your brand strategy?

Moderator: Almut Kellermeyer, LR Health & Beauty

- ✓ Emma Joost de Ter Beerst, Stella & Dot
- ✓ Gerrit Knein, blogger
- ✓ Sophia Marinho de Lemos, Oriflame

Focus on two top EU markets: Poland & Spain

Moderator: Chris Fenna, Meridian MMI

- ✓ **Poland**
 - Ewa Kudlińska-Pyrz, Chairwoman of the Polish DSA, Mary Kay
 - Mirosław Lubon, Executive Director of the Polish DSA
- ✓ **Spain**
 - Carlos Barroso, Chairman, Spanish DSA
 - Agustín Roqué, Executive Director of the Spanish DSA

Retention as Growth: How can artificial intelligence extend the lifespan and lifetime value of customers and distributors?

Moderator: Michel Bayan, CEO, DirecTech Labs

- ✓ Caroline La, Marketing, DirecTech Labs

15:15-16:15

Panel discussion

Here today, gone tomorrow? Is the boom of entrepreneurship and the rise of the collaborative economy the end of work, as we know it?

The increased digitalization of the world we live in have drastically transformed both our personal and professional lives. It is now easier than ever before to work remotely, reach out to large audiences via the use of social media and to set different work-life boundaries than before. This fits the millennials, who are now not only the largest generation in the work force, but also open to more flexible ways of working than other generations. How do direct selling companies ensure they can tap into these new developments and how do they ensure they remain relevant both as a direct employer and as a provider of entrepreneurial opportunities?

Moderated by Cathy Smith

- ✓ Denis Pennel, **Managing Director of Work Employment Confederation**, Expert in Human Resources and European Labour Market
- ✓ Edi Hienrich, **Herbalife Nutrition, Sr. VP & Managing Director, EMEA**
- ✓ Christian Devillez, **Executive Consultant, Mercuri International**

🚪 16:15-16:30 Closing remarks